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NEW LOTUS ELAN!

CHILTON'S

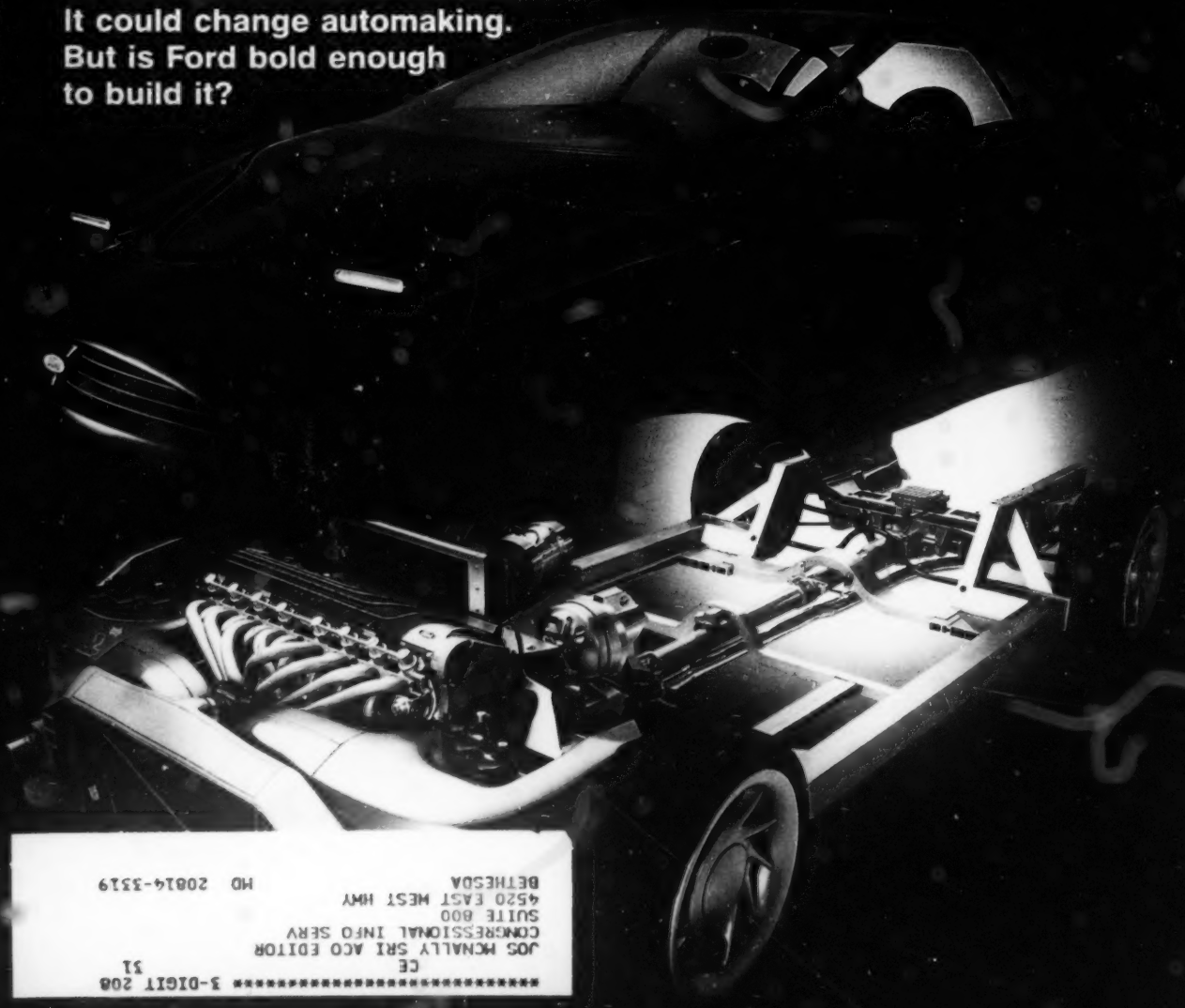
MARCH 1991

# AUTOMOTIVE INDUSTRIES

THE PEOPLE — THE PRODUCT — THE PROCESS

## THE CASE FOR CONTOUR

**It could change automaking. But is Ford bold enough to build it?**



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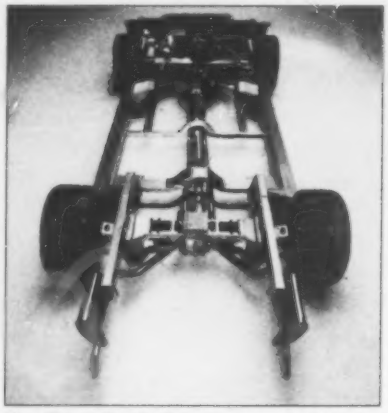

*Ford's radical Contour could change automaking. See page 24. Cover photo by Jay Asquini*

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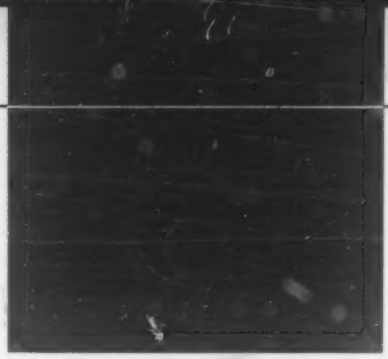

# Japan To See Record Output Drop In '91

The Japanese automotive industry, faced with the prospect of declining demand in both the domestic and US markets, this year is expected to see its first drop in production since 1987.

According to a recent forecast by Kleinwort, Benson International, total vehicle output will fall by 4.3% to 12.8 million units, the largest single-year decline since 1974. In 1990, the Japanese industry built nearly 13.5 million cars and trucks, up nearly 4% over 1989 levels. Stephen Usher, an industry analyst for Kleinwort, Benson projects a 2.2% decline in domestic Japanese demand; pass-car sales will be off by 1.8% to 5.01 million units, he says; truck and commercial vehicle sales will drop by 3% to 2.59 million units. Similarly, he predicts that Japanese exports will fall 5.1% to 5.45 million units. Looking at 1992, total Japanese vehicle production should rebound to just over 13 million units—about 9.55 million passenger cars and 3.45 million trucks. AJ

**1990 JAPANESE DOMESTIC AUTO SALES**
(minivehicles in parentheses)

| | | |
|---|---|---|
| Toyota | 2,534,217 | |
| Nissan | 1,403,894 | |
| Mitsubishi | 710,766 | (284,651) |
| Honda | 679,086 | (235,260) |
| Mazda | 591,623 | (88,538) |
| Suzuki | 537,029 | (498,609) |
| Daihatsu | 492,687 | (443,039) |
| Fuji | 337,492 | (257,307) |
| Isuzu | 164,622 | |
| Hino | 62,374 | |
| Nissan Diesel | 39,775 | |
| Others | 172 | (172) |
| Imports | 223,923 | |
| TOTAL | 7,770,665 | (1,802,576) |

**1990 IMPORTS TO JAPAN**

| | | |
|---|---|---|
| **WORLDWIDE TOTAL:** | **223,923** | **(up 23%)** |
| **US TOTAL:** | **28,602** | **(up 50%)** |
| GM | 8513 | (up 18%) |
| Honda of America | 7534 | (up 60%) |
| Ford Motor | 3393 | (up 26%) |
| Mitsubishi (Diamond-Star) | 2886 | -- |
| Ford Probe (Mazda USA) | 2637 | (down 20%) |
| Toyota (mostly Lexus) | 2109 | -- |
| Chrysler | 1432 | (up 47%) |
| Others | 94 | -- |
| **GERMAN TOTAL** | **137,442** | **(up 14%)** |
| Mercedes-Benz | 38,844 | (up 23%) |
| Volkswagen | 36,770 | (up 6%) |
| BMW | 36,527 | (up 10%) |
| Audi | 16,691 | (up 17%) |
| Porsche | 4589 | (up 12%) |
| Opel | 4021 | (up 52%) |
| **BRITISH TOTAL** | **19,653** | **(up 35%)** |
| Rover Group | 14,004 | (up 37%) |
| Jaguar/Daimler | 3547 | (up 34%) |
| **FRENCH TOTAL** | **14,018** | **(up 34%)** |
| Citröen | 6117 | (up 57%) |
| Peugeot | 5414 | (up 18%) |
| Renault | 2481 | (up 24%) |
| **SWEDISH TOTAL** | **13,707** | **(up 40%)** |
| Volvo | 10,915 | (up 53%) |
| Saab | 2789 | (up 6%) |
| **ITALIAN TOTAL** | **5933** | **(up 30%)** |
| Fiat Group | 5485 | (up 29%) |
| **SOUTH KOREAN TOTAL** | **1623** | **(up 64%)** |
| Kia (Ford/Mazda) | 1619 | (up 66%) |